IN THE CLAIMS

1. (Original) An advertisement management method for managing advertisement information by use of a mobile terminal, said advertisement management method comprising the steps of, on said mobile terminal:

detecting coming of a preset timing for distributing an advertisement;

transmitting, to an advertisement distribution server on a network, a request for distributing the advertisement based on preset contents of the and distributed advertisement;

receiving advertisement information distributed from the advertisement distribution server in accordance with said request for distributing the advertisement;

outputting said received advertisement information to an output interface;

receiving, from an input interface, a request for changing an output format of said outputted advertisement information or for obtaining related information;

transmitting said request to said advertisement distribution server;

changing, in accordance with said request, the output format of said advertisement information or receiving said

related information from said advertisement distribution server; and

outputting, to the output interface, the advertisement information in said changed output format or said received related information.

2.   (Original)   An advertisement management method according to Claim 1, wherein said advertisement information distributed from said advertisement distribution server is at least one of image data and text data forming a hanging advertisement.

3.   (Original)   An advertisement management method according to Claim 2, wherein an appeal product in the hanging advertisement or article list information as said related information is related to at least one of the image data and the text data of the hanging advertisement as said advertisement information, said advertisement management method further comprising the steps of:

receiving an instruction for displaying said list information as a request for obtaining said related information from the input interface;

transmitting, to the advertisement distribution server, the request of the list information including an ID of the corresponding hanging advertisement in accordance with said

display instruction;

receiving the list information corresponding to the ID of said hanging advertisement from said advertisement distribution server;

outputting said received list information to the output interface;

receiving, from the input interface, a request for obtaining information on the appeal product or article information included in said list information;

transmitting said obtaining request to said advertisement distribution server;

receiving, from said advertisement distribution server, the information on the appeal product or the article information in accordance with said obtaining request; and

outputting, to the output interface, the information on said appeal product or the article information.

4. (Original) An advertisement management method according to Claim 1, further comprising the steps of:

monitoring an operating state of the mobile terminal and recognizing an occurrence time of the operating state having a predetermined reference or less; and

setting said occurrence time to said timing for distributing the advertisement and detecting coming of the

timing.

5.   (Original)   An advertisement management method according to Claim 1, further comprising:

recording said timing for distributing the advertisement to a storage device of the advertisement distribution server and receiving a request for starting said mobile terminal or a request for starting said advertisement management method from said advertisement distribution server which detects the timing for distributing the advertisement; and

starting a predetermined function in response to the request for starting the mobile terminal or the request for starting the advertisement management method.

6.   (Original)   An advertisement management method according to Claim 1, wherein said contents of the distributed advertisement for every user of the mobile terminal is recorded to a storage device of said advertisement distribution server, said advertisement management method further comprising the steps of:

including a user ID of the user of the mobile terminal in said request for distributing the advertisement and transmitting the user ID to the advertisement distribution server; and

receiving the advertisement information in accordance

with the contents of the distributed advertisement by the advertisement distribution server which recognizes the contents of the distributed advertisement corresponding to said user ID.

7.   (Currently Amended)   An advertisement management method according to ~~any one of~~ Claims 1 ~~to 6~~, further comprising the steps of:

storing, into a storage device of the mobile terminal, history information on processing for receiving various requests via said input interface or processing in accordance with the receiving processing; and

transmitting said history information to said advertisement distribution server for every starting operation of the mobile terminal or at a predetermined timing during the starting operation.

8.   (Original)   An advertisement management method according to Claim 7, wherein said advertisement information received by the advertisement distribution server is obtained by calculating an attention degree for every advertisement for the user of the mobile terminal based on the history information by the advertisement distribution server which receives said history information and by determining a distribution order or an output format in accordance with the

attention degree.

9. (Original) An advertisement management method according to Claim 1, further comprising the steps of:

detecting a predetermined timing or a timing for distributing a telop as a time for executing predetermined processing subsequent to the reception of said advertisement information;

transmitting a request for distributing the telop to said advertisement distribution server in accordance with said timing for distributing the telop;

receiving corresponding telop information from said advertisement distribution server which collates said request for distributing the telop with a telop table for determining a relationship between distribution telop information and at least one of time of said timing for distributing the telop, a property of a user of the mobile terminal, and a property of the advertisement information as a target of the telop distribution; and

outputting said telop information to the output interface.

10. (Original) An advertisement management method according to Claim 1, further comprising the steps of:

outputting a screen for inputting purchase certification

information to the output interface in accordance with a

purchase operation of an advertisement product based on said

advertisement information;

transmitting, to the advertisement distribution server,

product information received via said screen for inputting the

purchase certification information or the advertisement

information distributed to the mobile terminal;

receiving, from the advertisement distribution server, a

corresponding product list formed in accordance with said

product information or the advertisement information;

receiving a selection of a product included in said

product list;

receiving, from the input interface, an input of the

purchase certification information of a corresponding product;

transmitting said selected product and said purchase

certification information to the advertisement distribution

server;

receiving, from said advertisement distribution server, a

processing result of the certification of the purchase

certification information or of registration of a point in

accordance with the purchase operation, regarding the selected

product; and

outputting said received processing result to the output

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interface.

11.   (Original)   An advertisement management method according to Claim 10, further comprising the steps of:

reading said purchase certification information by a reader function, included in the mobile terminal, of the purchase certification information outputted to a proper medium; and

receiving an input of said purchase certification information from the reader function.

12.   (Original)   An advertisement management method according to Claim 1, further comprising the steps of:

sending an instruction for forming a background image such as a wallpaper or a waiting image on the mobile terminal by the advertisement information or various information related to the advertisement information, to a processing unit of the background image, upon displaying the advertisement information or the various information related to the advertisement information on said output interface; and

outputting, to the output interface, said advertisement information set as the background image or the various information related to the advertisement information.

13.   (Original)   A mobile terminal for managing advertisement information, comprising:

means for detecting coming of a preset timing for distributing an advertisement;

means for transmitting, to an advertisement distribution server on a network, a request for distributing the advertisement based on preset contents of the distributed advertisement;

means for receiving said advertisement information distributed from the advertisement distribution server in accordance with said request for distributing the advertisement;

means for outputting said received advertisement information to an output interface;

means for receiving, from an input interface, a request instruction for changing an output format of said outputted advertisement information or for obtaining related information;

means for transmitting said request and said request instruction to said advertisement distribution server;

means for changing, in accordance with said request instruction, the output format of said advertisement information or receiving said related information from said advertisement distribution server; and

means for outputting, to the output interface, the

advertisement information in said changed output format or said received related information.

14. (Original) A storage medium for storing a program which enables a mobile terminal to execute a method for managing advertisement information, wherein the program comprises the steps of:

detecting coming of a preset timing for distributing an advertisement;

transmitting, to an advertisement distribution server on a network, a request for distributing the advertisement based on preset contents of the distributed advertisement;

receiving advertisement information distributed from the advertisement distribution server in accordance with said request for distributing the advertisement;

outputting said received advertisement information to an output interface;

receiving, from an input interface, a request instruction for changing an output format of said outputted advertisement information or for obtaining related information;

transmitting said request and instruction to said advertisement distribution server;

changing, in accordance with said request instruction, the output format of said advertisement information or

receiving said related information from said advertisement distribution server; and

outputting, to the output interface, the advertisement information in said changed output format or said received related information.

15.   (Original)   A server for distributing advertisement information to a mobile terminal, comprising:

means for receiving a request for distributing an advertisement from a mobile terminal on a network;

means for extracting corresponding advertisement information from a database in accordance with said request for distributing the advertisement;

means for distributing said extracted advertisement information to the mobile terminal;

means for receiving, from the mobile terminal, a request for changing an output format of the advertisement information or for obtaining information related to the advertisement information; and

means for changing, in accordance with said request, the output format of said advertisement information or extracting said related information from the database, and for transmitting the information to said mobile terminal.

16.   (Original)   An advertisement distribution server

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according to Claim 15, comprising:

means for receiving history information on reception processing of various requests of the advertisement information on the mobile terminal or history information on processing in accordance therewith, from the mobile terminal as a distribution destination of the advertisement information; and

means for calculating an attention degree for every advertisement of a user of the mobile terminal based on said history information and for determining a distribution order or the output format of the advertisement information in accordance with said attention degree.

17. (Original) An advertisement distribution server according to Claim 15, further comprising:

means for receiving a request for distributing a telop from the mobile terminal;

means for collating said request for distributing the telop with a telop table for determining a relationship between distribution telop information and at least one of time of said timing for distributing the telop, a property of a user of the mobile terminal, and a property of the advertisement information as a target of the telop distribution and for extracting corresponding telop

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information; and

means for transmitting said telop information to said mobile terminal.

18. (Original) An advertisement distribution server according to Claim 15, further comprising:

means for receiving, from said mobile terminal, product information received via a screen for inputting purchase certification information on the mobile terminal or the advertisement information distributed to said mobile terminal, in accordance with a purchase operation of an advertisement product based on the advertisement information;

means for extracting a corresponding product from a database based on said product information or said advertisement information and forming a product list;

means for transmitting said product list to the mobile terminal;

means for receiving, from the mobile terminal, a product selected from said product list and the purchase certification information of the selected product;

means for performing of authentication of the purchase certification information of said selected product or of point registration in accordance with the purchase operation; and

means for transmitting said processing result to the

mobile terminal.

19. (Original) An advertisement distribution server according to Claim 15, further comprising:

means for counting said history information with respect to at least one of a user property of the mobile terminal, a property of the advertisement information, distribution time of the advertisement information, receiving time of various requests of the advertisement information, a property of the obtained related information, a property of obtained appeal product information, and a property of article information; and

means for outputting a result of said counting processing.

20. (Original) An advertisement distribution server according to Claim 19, further comprising:

means for counting said history information with respect to said purchase certification information.